

44. The rotatable label of claim 24 wherein the permanent adhesive is a heat activated adhesive.

45. The rotatable label of claim 32 wherein the temporary adhesive is a heat activated adhesive.

46. A rotatable label system comprising:

an outer label having first and second edges, front and back surfaces, and a transparent region;

temporary adhesive for temporarily adhering the first edge to a container or an inner label; and

permanent adhesive disposed adjacent to the second edge on the back surface for permanently securing the second edge on the back surface to the first edge on the front surface.

47. The rotatable label system of claim 46 wherein the temporary adhesive is applied to a front surface of the container or the inner label.

48. The rotatable label system of claim 46 wherein the temporary adhesive is a heat activated adhesive.